



**COMMUTER CONNECTIONS REGIONAL  
TDM MARKETING GROUP**

**FY2019 MARKETING ACTIVITY**

September 18, 2018

# COMMUTER CONNECTIONS PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality



## INITIATIVES

- Car Free Day
- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- CarpoolNow Mobile App
- Flextime Rewards
- Bike to Work Day
- Employer Recognition Awards
- Newsletter



## FALL SCHEDULE

- AUG Spring FY 2019 Concept Development
- AUG Quarterly Newsletter & E-Newsletter Distributed
- SEPT Car Free Day Promotion
- SEPT GRH Campaign Launch
- OCT Rideshare Campaign Launch
- DEC Employer Recognition Rewards Nomination Brochure
- DEC Direct Mailer





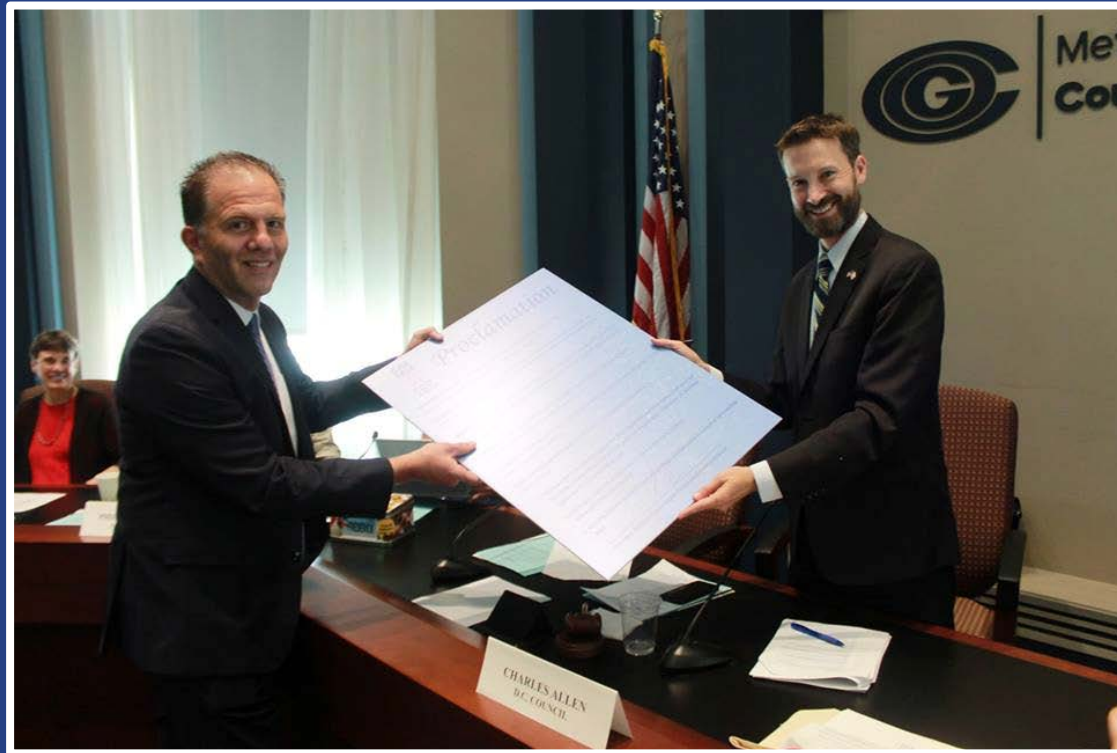
Car Free Day 2018

## STRATEGY

- Promote alternative modes of transportation for both commute and lifestyle
- Encourage taking the pledge to go car free or car-lite by teleworking, bicycling, walking, carpooling, vanpooling or taking transit
- Generate in-kind sponsorships
- Offer prizes and promotions as incentives
- Engage employers, general public and area universities



# PROCLAMATION



Car Free Day Proclamation Signing July 18, 2018

## MARKETING EFFORTS FOR CAR FREE DAY

- Web site
- Poster
- Direct Mailer to Employers
- Social Media
- Traditional and Internet Radio
- Radio Endorsements
- Digital (all devices)
- Text Messaging
- Earned Media Placements
- Donated Transit Space
- Jurisdiction Special Events
- Key Influencer Blogs



POSTER

**DROP IT  
FOR A  
DAY!**

TAKE THE **FREE** PLEDGE AT  
**CARFREEMETRODC.ORG**  
TO BE ELIGIBLE FOR GREAT **PRIZES!**

\*Telework, Bike, Bus, RideShare, Train, or Walk on Friday Sept 21 and/or  
Saturday Sept 22. Take the pledge, even if you're already car free.

#CarFreeDay @CarFreeMetroDC


**COMMUTER CONNECTIONS**  
800.745.RIDE

**CAR  
FREE  
DAYS**  
METRO DC

**9.21.18  
AND/OR  
9.22.18**

Icons: Car, Bike, Bus, RideShare, Train, Walk

# WEBSITE



**DROP IT FOR A DAY!**

TAKE THE **FREE** PLEDGE TO BE ELIGIBLE FOR GREAT **PRIZES!**

**CAR FREE DAYS**  
METRO DC

**9.21.18**  
AND/OR  
**9.22.18**

HOME ABOUT CAR FREE DAY HOW TO BE CAR FREE THE CAR FREE PLEDGE PRIZES & PROMOTIONS NEWS OUR SPONSORS CONTACT

Home [Home](#)

**Take the Pledge Today, it's Free.**  
**And you could Win Great Prizes!**

Take The Pledge

# FACEBOOK

**CAR FREE DAYS**  
METRO DC  
9.21.18  
AND/OR  
9.22.18

**DROP IT FOR A DAY!**

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**  
TO BE ELIGIBLE FOR GREAT **PRIZES!**

Car Free Day  
@carfreemetrodc

Home  
About  
Photos  
Pledge  
Events  
Videos  
Posts

Liked Following Share ...

Sign Up Send Message

Photos

**CAR**

Community See All

Invite your friends to like this Page

4,268 people like this

4,192 people follow this

# TWITTER

**DROP IT FOR A DAY!**

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**  
TO BE ELIGIBLE FOR GREAT **PRIZES!**

**CAR FREE DAYS METRO DC**  
9.21.18 AND/OR 9.22.18

**Commuter Connections**  
@CarFreeMetroDC

Car Free Day is an international event celebrated in the Washington DC region on Sept 22nd. Take the pledge today and go car free or car-lite!

[carfreemetrodc.org](http://carfreemetrodc.org)  
Joined July 2009

Tweets	Following	Followers	Likes
321	92	705	191

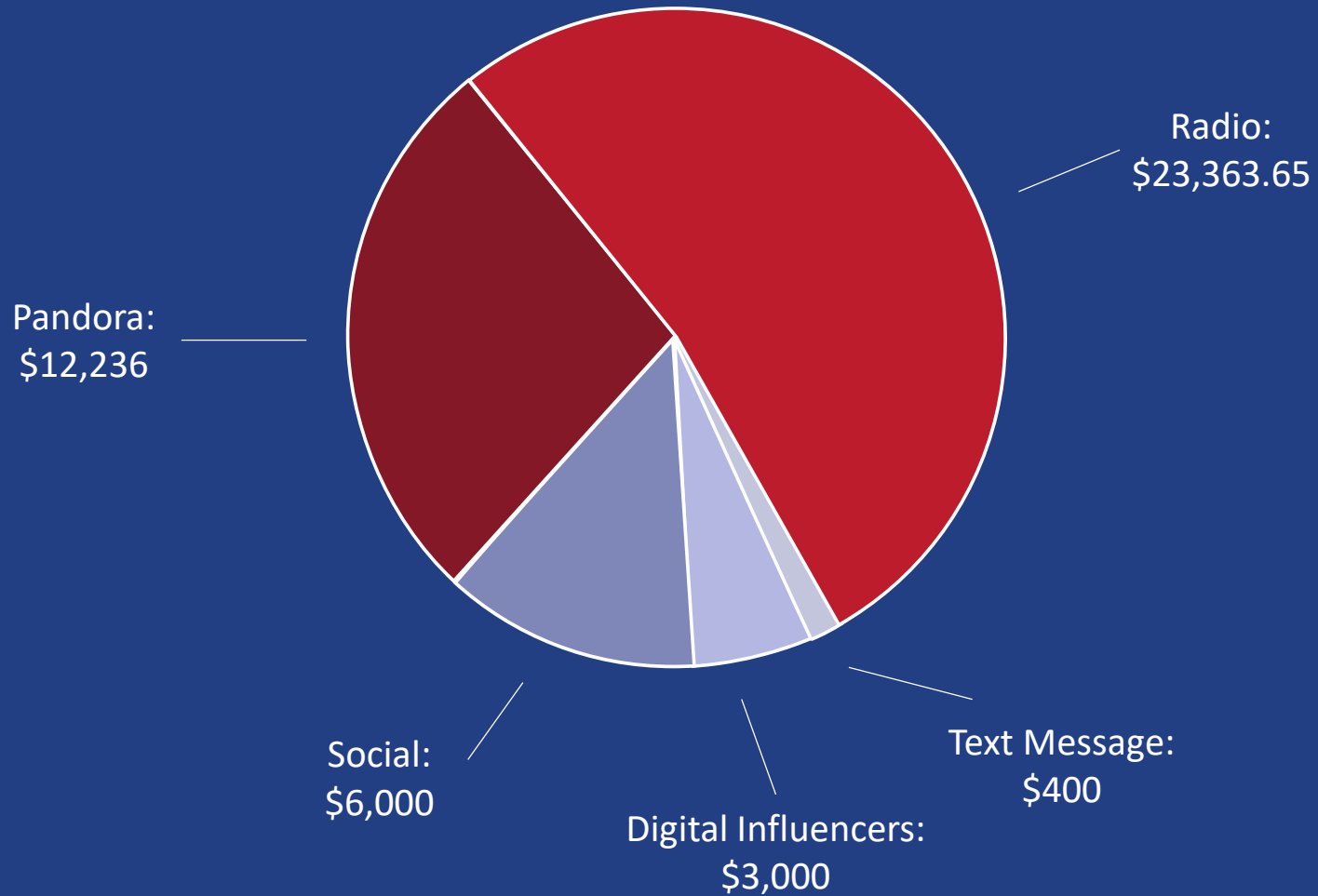
**Tweets**   **Tweets & replies**   **Media**

**Commuter Connections** @CarFreeMetroDC · 4 Oct 2017  
Winner of Car Free Day Kindle raffle! She can use it while commuting on public transportation. Thx to [tccsmd.org](http://tccsmd.org) for donating!

**New to Twitter?**  
Sign up now to get your own personalized timeline!  
**Sign up**

**You may also like** · Refresh  
Capital Bikeshare

# CAR FREE DAY MEDIA BUDGET (NET)





# PAID MEDIA: RADIO



PAID MEDIA: PANDORA

PANDORA®

**DROP IT FOR A DAY!**

TAKE THE **FREE** PLEDGE

**CAR FREE DAYS**  
METRO DC

9.21.18  
AND/OR  
9.22.18

COMMUTER CONNECTIONS®  
A SMARTER WAY TO WORK

The advertisement features a red hand dropping a white key with a blue car icon. The background is light blue with a dark grey ground area at the bottom. The text is in white and blue.

**DROP IT FOR A DAY!**

TAKE THE **FREE** PLEDGE

**CAR FREE DAYS**  
METRO DC

9.21.18  
AND/OR  
9.22.18

COMMUTER CONNECTIONS®  
A SMARTER WAY TO WORK

The advertisement features a red hand dropping a white key with a blue car icon. The background is light blue with a dark grey ground area at the bottom. The text is in white and blue.

## PAID MEDIA: KEY INFLUENCERS

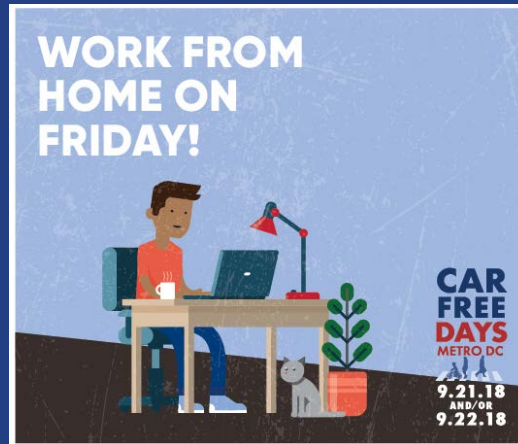


Car Free Day

PAID MEDIA: YOUTUBE

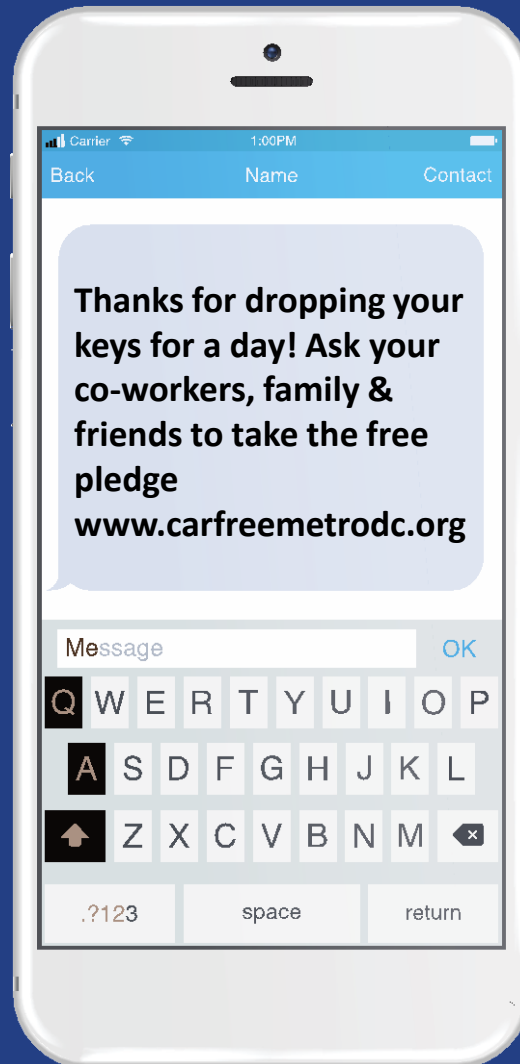


# PAID MEDIA: SOCIAL MEDIA





# PAID MEDIA: TEXT MESSAGES



## SPONSORSHIP RAFFLE PRIZES

- Capital Bikeshare annual memberships, courtesy goDCgo
- Samsung Galaxy Tab A 32GB Wi-Fi , courtesy Tri-County Council for Southern Maryland
- KIND Healthy Snacks gift bag, courtesy KIND
- SmarTrip cards with \$25 in fare, courtesy Washington Metropolitan Area Transit Authority
- Free T-shirt and annual membership, courtesy East Coast Greenway Alliance
- Grocery Store gift cards of \$25 value, courtesy Giant
- Pair of single ride tickets, courtesy VRE
- Annual memberships, courtesy Washington Area Bicyclist Association

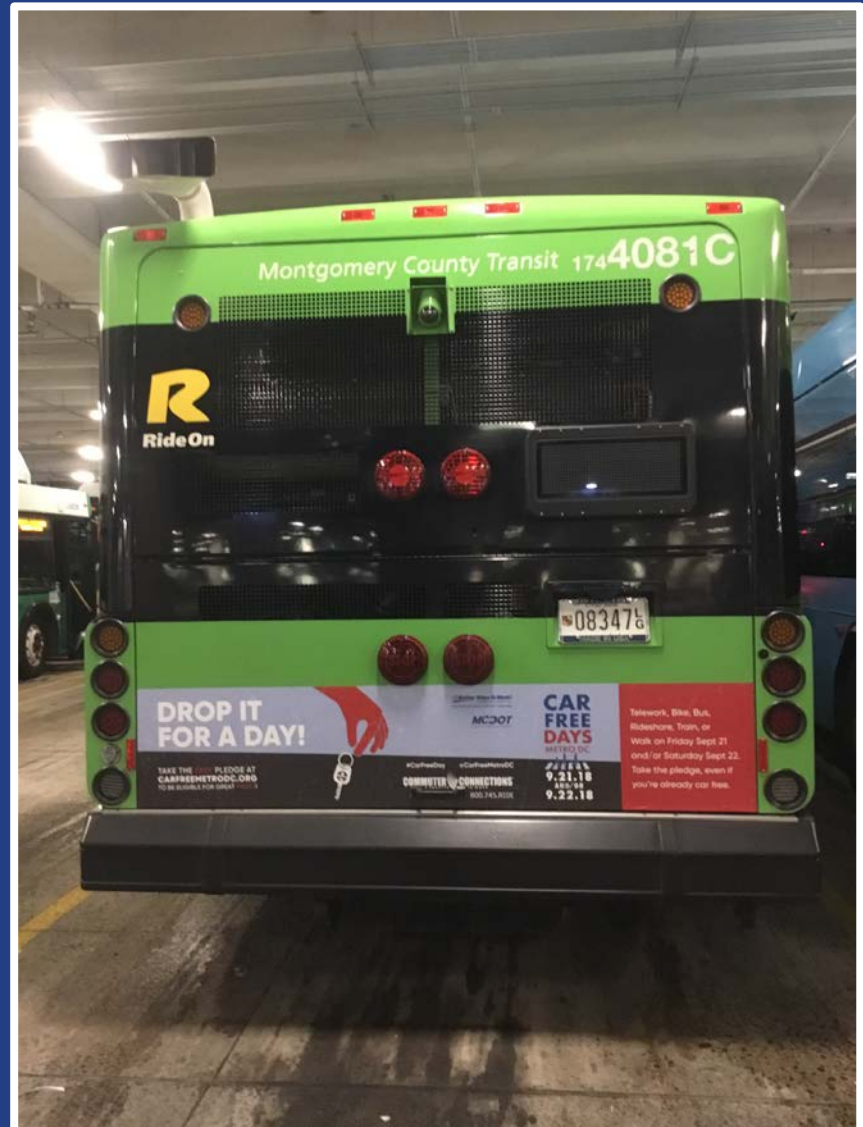
## EARNED MEDIA

- Partnering with American Lung Association
- Publication and outlet calendar listings
- Press releases/media advisories
- Content for association solicitation and communications
- Radio/TV interview placements
- College Campus Challenge kits
- Implement grassroots social media influencers campaign

# DONATED SPACE

Transit space donated by:

- Arlington Transit (ART)
- Fairfax County Connector
- Metrobus
- Montgomery Co Ride On
- Prince George's County



# COLLEGE CAMPUS CHALLENGE



**DROP IT  
FOR A  
DAY!**

TAKE THE **FREE** PLEDGE AT **CARFREEMETRODC.ORG**  
TO BE ELIGIBLE FOR GREAT **PRIZES!**

Prizes, like a laptop, camera or cash on Friday Sept 22.  
Take the pledge, even if you're already car free.

**CAR FREE DAY**  
METRO DC

**9.22.17**

**COMMUTER CONNECTIONS**  
800.745.RIDE

**COLLEGE CAMPUS CHALLENGE 2017**

Join the Capital Area Car Free  
College Campus Challenge!

Icons: car, bicycle, bus, train, person walking





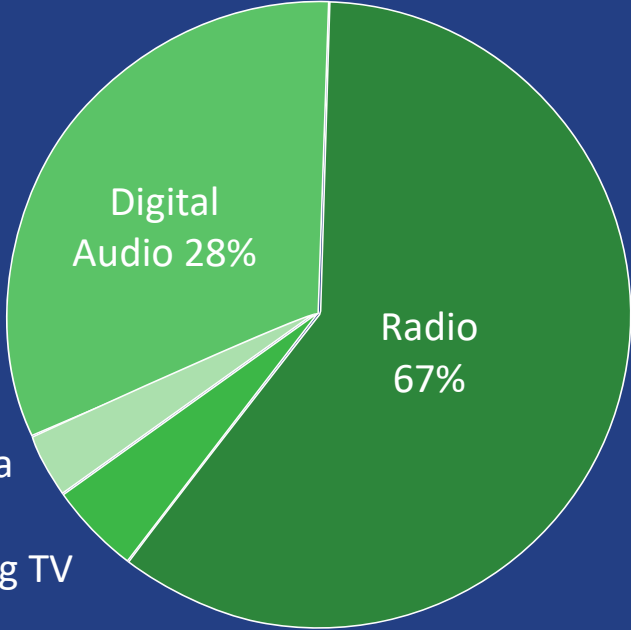
Ridesharing

## FY19 FALL STRATEGY

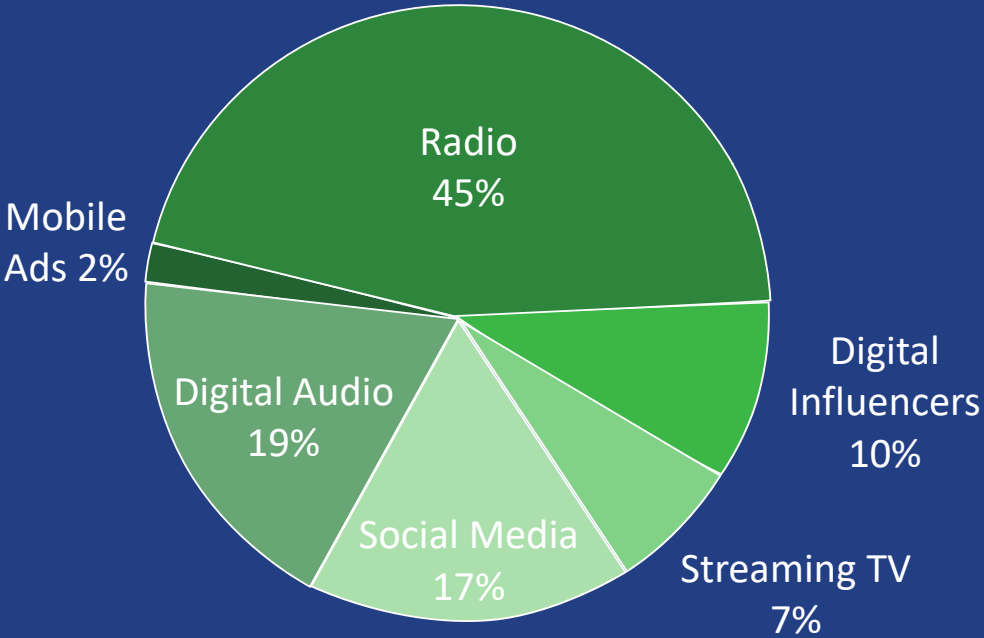
- Geographic emphasis on middle and outer ring commutes
- Continue spring FY 2018 creative
- Leverage value add to support Flex Time messaging

# FY19 FALL STRATEGY

## FY18 SPRING



## FY19 FALL



**Digital Media**

**33% -> 55%**

# FALL RIDESHARE CREATIVE

**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**

Create your **FREE** Commuter Connections account to rideshare and start saving on average \$22 a day.

**COMMUTER CONNECTIONS**  
commuterconnections.org 800.745.RIDE

**BELONGING  
TO COMMUTER CONNECTIONS  
HAS ITS  
BENEFITS**

Create your **FREE** Commuter Connections account to start ridesharing and reduce your stress.

**COMMUTER CONNECTIONS**  
commuterconnections.org 800.745.RIDE

# FALL RIDESHARE CREATIVE





# FALL RIDESHARE CREATIVE





# FALL RIDESHARE CREATIVE

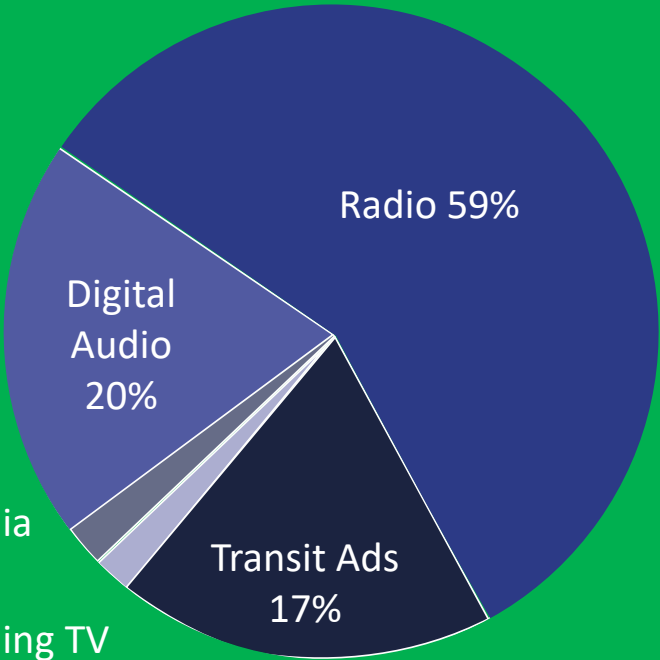




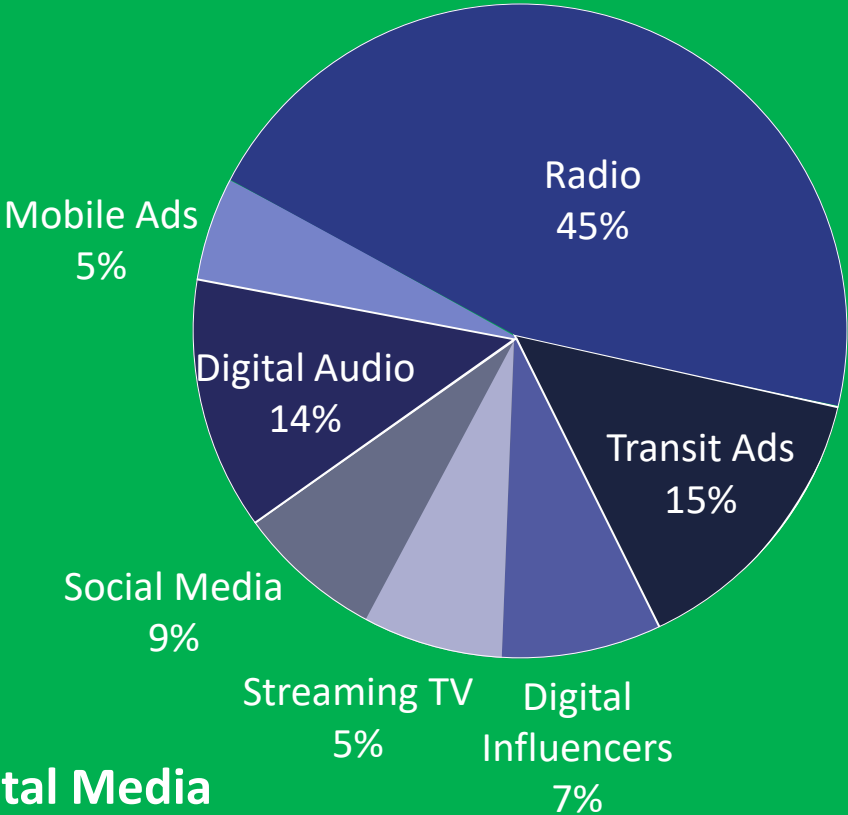
Guaranteed Ride Home

# STRATEGY

## FY18 SPRING



## FY19 FALL




Digital Media

24% -> 40%

# GRH FALL CREATIVE

**DON'T GET STUCK**

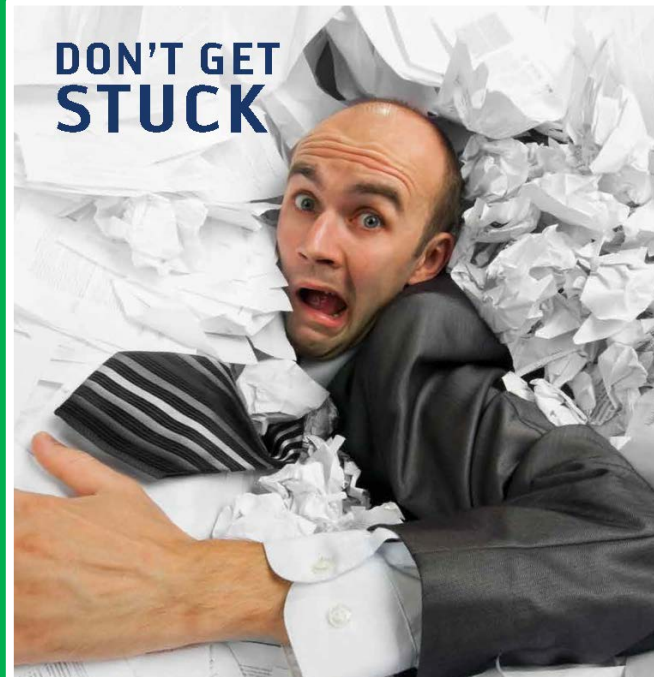


**GUARANTEED RIDE HOME.**  
For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!  
Some restrictions apply.

commuterconnections.org 800.745.RIDE

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**DON'T GET STUCK**



**GUARANTEED RIDE HOME.**  
For unexpected illness, emergencies & unscheduled overtime. Sign up today. It's free!  
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commuterconnections.org 800.745.RIDE

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

# GRH FALL CREATIVE





Guaranteed Ride Home

## GRH FALL CREATIVE





Guaranteed Ride Home

# GRH FALL CREATIVE





# Spring Umbrella Campaign

## FY2019 CAMPAIGN DEVELOPMENT TIMELINE

Review research and results from previous campaigns	June 2018
Reg TDM Marketing Creative Input Survey	July 2018
Develop Marketing Communications Plan	July 2018
Feedback on Plan from Reg TDM Marketing Group (SharePoint)	Aug 2018
Present written conceptual approaches at Reg TDM Marketing Group mtg	Sept 2018
Present visual creative concepts to Reg TDM Marketing & State TDM Wrkgps	Oct 2018
Refine and develop creative based on all feedback; finalize creative	Nov 2018
Produce creative	Dec 2018
Distribute creative to media vendors	Jan 2019
Campaign launch	Feb 2019

# INSPIRATIONAL & MOTIVATIONAL CAMPAIGNS



Ladies First In Metro Transit Campaign



Tired Faces Campaign



Dumb Ways To Die Campaign



Moving Forward – Metrolinx Campaign

## RIDESHARE KEY MESSAGES

- Reduces traffic congestion
- Saves time, stress, money; connect with neighbors and coworkers
- Similar to Uber, but free

## GRH KEY MESSAGES

- Free, easy, fast, & safe
- Great to have in case of an emergency



## BEST METHODS TO REACH AUDIENCE

- TV, radio, transit, Pandora, WTOP
- Social, digital, retargeting, video
- Cross-promotion with partners

## FY2019 SPRING UMBRELLA CREATIVE

- Motivational Marketing
  - Campaign will create values-based connections
- Use flexible content system across multiple digital channels
  - Video content
  - Google search
  - Remarketing
  - Social Media

## FY2019 SPRING RIDESHARE VALUES

- Control
- Choice
- Ease
- Free Of Cost
- Trustworthy
- Innovation

# FY19 RIDESHARE - CONCEPTUAL APPROACHES

## Concept: Get Connected

In a fun, vibrant way, this concept uses people and phrases to bring forward the unique, differentiating features and benefits of Commuter Connections Rideshare Program.

# FY19 RIDESHARE - CONCEPTUAL APPROACHES

## Concept: Your Life Your Commute

This concept is about giving control and choice to the commuter. By showing commuter stories, we highlight how an individual's values can align with their commute choice and deliver real benefits.

# FY19 RIDESHARE - CONCEPTUAL APPROACHES

Concept: Why Rideshare? Why Not?

This concept uses stats, sayings, and great visuals to bring the benefits of alternative mode commutes forward in a fun and entertaining way.



# FY19 RIDESHARE - CONCEPTUAL APPROACHES

Concept: Be Original

Using portraits of individuals and locational shots, bring forward the idea that every commuter is unique, and has unique commuting needs, which can be supported through the many choices at Commuter Connections.

# FY19 RIDESHARE - CONCEPTUAL APPROACHES

## Concept: Not Just Any Commuter

This concept uses mode choices to portray the idea that Commuter Connections is looking for commuters who want something better out of their commute.

## FY2019 SPRING GRH VALUES

- Connection
- Reliability
- Comfort
- Free of Cost
- Ease
- Trustworthy
- Excellence

## FY19 GRH - CONCEPTUAL APPROACHES

### Concept: Save Yourself

Using a very graphic, flexible visual system, this concept helps illustrate the benefits of having GRH in place for when an emergency ride home is needed.

## FY19 GRH - CONCEPTUAL APPROACHES

Concept: Mad Dash

Evolving one of the most successful GRH campaigns, this concept uses fun scenarios to portray the upside of having GRH.

## FY19 GRH - CONCEPTUAL APPROACHES

Concept: Cover Me

This concept uses visuals and phrases to illustrate the importance of signing up for GRH so there is coverage when needed.



## FY19 GRH - CONCEPTUAL APPROACHES

### Concept: Stuff Happens

This concept uses fun, unique scenarios in the workplace to show people getting in pickles they need to get out of--to show why GRH can be so important.

## FY19 GRH - CONCEPTUAL APPROACHES

### Concept: Don't Freak Out

This concept appeals to that inner anxiety we all feel at certain moments, like when we realize we cannot get home. Using visuals and type treatments, the idea is communicated that GRH is a powerful tool to save stress.

# MEDIA SELECTION PROCESS

## Review and analyze

- Marketing Communications Plan
- Third party media data
- Reach & frequency of target demographics for each

## Analyze

- Cost/value proposition of each option

## Reality check

- Does it make sense?

## Negotiate

- Evaluate and negotiate best terms

## Purchase media

## Run campaign

## Evaluate results



A man with a beard, wearing a dark suit, white shirt, and dark tie, is sitting in the driver's seat of a car. He is holding a smartphone to his ear with his right hand and looking down at another smartphone in his left hand. The background is blurred, showing a city street scene through the car window. The lighting is warm, suggesting sunlight coming from the side.

'Pool Rewards

odonnellCOMPANY

**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

## STRATEGY

- Promote benefits & encourage registration
- Use new & traditional media
- Creative and Media in development
- Campaign Live: Winter FY19

'POOL REWARDS\$  
it pays to rideshare




# I-66/I-395 FACEBOOK

**Commuter Connections**  
Published by Go Greenman

Join or start a new 2-person carpool on the I-66 Express Lanes Inside the Beltway and travel toll-free, plus receive \$130 with 'Pool Rewards. Remember to set your E-ZPass Flex to HOV mode. Earn a bonus \$100 in your new carpool on the I-66 HOV Lanes Outside the Beltway, for up to \$230!\* To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards \*some restrictions apply.

**RIDE.  
REWARD.  
REPEAT.**


 **'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)

**Commuter Connections**  
Published by Go Greenman

Commuter Connections provides up to \$130 over 90 days for new carpoolers in the I-395 corridor. 'Pool Rewards offers an additional \$100 to participants who join a new three-person carpool or add a third person to an existing two-person carpool during a three-month period for new carpools in the I-395 corridor\*. To sign up for a free account, visit [commuterconnections.org](http://commuterconnections.org) and select 'Pool Rewards.

\*some restrictions apply.

**RIDE.  
REWARD.  
REPEAT.**

 **'POOL REWARDS**  
it pays to rideshare  
sign up at [commuterconnections.org](http://commuterconnections.org)





# CarpoolNow Mobile App

## STRATEGY

- Encourage download and usage of the new CarpoolNow mobile app throughout the Metro DC area.
- Focus on Driver messaging





# Flextime Rewards

## STRATEGY

- Promote benefits & encourage registration
- Use digital media platforms
- Creative and Media in development
- Campaign Live: Spring 2019





Newsletter

## OBJECTIVES & STRATEGY

- Build loyalty and brand awareness
- Report on relevant TDM news
- Published quarterly and reaches
  - Employer Transportation Coordinators
  - Committee members
  - Other TDM stakeholders
  - Federal ETC's (w/insert)
- e-Newsletter delivered quarterly



PRINT


June 5, Volume 22 Summer 2018 WHAT'S INSIDE

- 4. *Drop Your Keys For A Day*
- 5. *Summer Long Metro Station Closure Coming 2019*
- 5. *Prince Georges County Brings Capital Bikeshare*

The Commuter Information Source for Maryland, Virginia, and the District of Columbia

**COMMUTER CONNECTIONS HONORS OUTSTANDING COMMUTER-FRIENDLY EMPLOYERS**

Commuter Connections held its annual Employer Recognition Awards ceremony this summer, its twenty-first year of holding the event. Employers were recognized for offering programs with outstanding commuter benefits and amenities to their employees. Commuter Connections and its network partners assist employers in developing and expanding such programs.

Employers were eligible for these award categories, Incentives, Marketing, and Telework. Commuter incentives encourage and reward employees for using alternative means of commuting; marketing and promotion of available commuter benefits influence employees to trying alternative commuting methods and telework programs enable employees to eliminate or dramatically reduce time and money spent commuting.

"We're pleased to recognize these select employers for their dedication to bolster their alternative commuting programs," said Nicholas Ramfos, Commuter Connections Director. "For two decades plus, the Employer Recognition Awards have honored employers who are taking the lead in offering commute options that foster improved mobility and work-life balance for employees."

**2018 Winners**

**Incentives Award - American Pharmacists Association, Washington, DC**



1st Vice Mayor of Georgetown Martin E. Hales, Vice Chairman, Prince William County Board of Supervisors and Vice Chairman, National Capital Region Transportation Planning Board, Winner - American Pharmacists Association, accepted by Senior Vice President of Human Resources, John Miller, President - Tom Gallegos, Regional Director, AAMA/NIJ awards.

Continued on page 2



The June 26 ceremony was held at the National Press Club, in Washington DC, and honored three employers for improving employee quality of life, through commuter-friendly policies. Two other organizations were also recognized that provide commute support services to employees.

"By providing a myriad of commuter benefits, businesses play an integral role in guiding employees' travel behavior, which helps yield productive and motivated employees," said Charles Allen, National Capital Region Transportation Planning Board Chairman. "The employers we are honoring have implemented innovative and successful commuter benefits programs at the workplace, and we hope that throughout their example other employers will embrace similar practices."

# FEDERAL ETC UPDATES

September 2018

**ENVIRONMENTAL PROTECTION AGENCY RECOGNIZED FOR BIKE TO WORK DAY PARTICIPATION**



Bike to Work Day 2018 had more than 17,200 registered bicyclists. Helping to lead the way with more than 250 registrants was this year's Bike to Work Day Employer Challenge winner, The U.S. Environmental Protection Agency (EPA). In partnership with the Washington Area Bicyclist Association, Commuter Connections sponsored a luncheon at the Ronald Reagan Building and International Trade Center for EPA employees who participated in Bike to Work Day.

Of 100 Bike to Work Day pit stops in 2018, EPA employees registered at 37, in eight jurisdictions throughout the region. The top five most registered pit stops for EPA employees were Downtown DC at Freedom Plaza, Crystal City Water Park, Rosslyn Gateway Park, Old Town Alexandria, and Alexandria Del Ray.

"Part of the reason why Bike to work Day has enjoyed such tremendous growth since its inception in the region in 2001, is the influx of new bike commuters; in fact, 15.5 percent of EPA registrants for this year's event indicated they were new to Bike to Work Day," said Nicholas Ramfos, Commuter Connections Director. "By having such terrific passion and enthusiasm for bicycling, The EPA serves as a model for other employers in the region."

Other bike friendly employers in the top five this year included the National Institutes of Health, U.S. State Department, The World Bank, and the U.S. Department of Justice. Plan on encouraging your employees to participate next year for Bike to Work Day 2019, and see if you can be one of the top regional employers. For more information on Bike to Work Day, visit [www.biketoworketc.org](http://www.biketoworketc.org).



1st: Nicholas Ramfos, Director of Commuter Connections; Kristin Frontiera, Development Director, Washington Area Bicyclist Association; Barbara Klieforth and Carolyn Schroeder, EPA Bike Coordinators.

The EPA has a number of buildings within the National Capital Region, and each facility has an employee designated to act as bike coordinator. "Everyone thinks at EPA we bike to work for environmental reasons, but it's only one of the reasons. It's also fun, healthy, and efficient," said Barbara Klieforth, one of EPA's bike coordinators. Another bike coordinator, Carolyn Schroeder added "Having an employer that supports cyclists by providing bike facilities, such as showers and a protected place to park the bikes, is key. I'm thankful for the biking facilities at EPA."

# Digital Newsletter



**COMMUTER CONNECTIONS**  
A SMARTER WAY TO WORK

**NEWSLETTER** | The Commuter Information Source for DC, MD, VA



**Commuter-Friendly Employers Honored**

Commuter Connections held its 21st annual Employer Recognition Awards ceremony this summer, where employers were recognized for offering programs with outstanding commuter benefits

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*More News*



**Drop Your Car Keys For a Day**  
Go car-free for a day or two on Friday, September 21, Saturday 22, or on both days. Car Free Days encourage carpooling, bicycling, walking, taking transit, and teleworking.

**Metro Station Closures Coming Next Summer**  
Blue and Yellow Line Metrorail stations south of Ronald Reagan Washington National Airport will be closed for the duration of summer 2019 to rebuild weather-exposed outdoor platforms.

**Prince George's County Joins Capital Bikeshare**  
Prince George's County has launched its Capital Bikeshare program, the sixth jurisdiction to join the popular bikeshare system in the D.C. region.

**READ FULL NEWSLETTER**

f  
COMMUTERCONNECTIONS.ORG

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Metropolitan Washington Council of Governments  
777 North Capitol Street NE, Suite 300, Washington, DC 20002

## FY19 CAMPAIGN SCHEDULE

Car Free Day Campaign	Sept 2018
Fall Campaign	Sept - Dec 2018
CarpoolNow Mobile App	Oct – Dec 2018
'Pool Rewards	Oct 2018 - Mar 2019
Flextime Rewards	Jan 2019 – Mar 2019
Spring Campaign	Feb - June 2019
Bike to Work Day Campaign	Apr - May 2019
Employer Recognition Awards	June 2019



THANK YOU